

2019 Kansas WIC Conference



Ryan Magee



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Story Time



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eWIC



- ✓ No more paper checks
- ✓ Redeem food as needed
- ✓ Shop at multiple stores
- ✓ Streamlined Checkout
- ✓ Less Stigma

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Nobody
wants this.



How has technology
evolved shopping for WIC
participants?

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Do WIC
participants
own
smartphones?

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Smartphone Ownership 2013

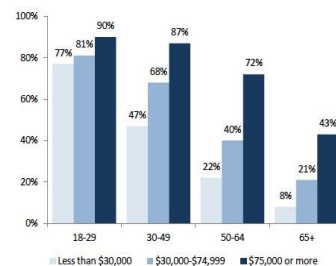
86%

18-29 own smartphones

<https://www.pewinternet.org/fact-sheet/mobile/>

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Smartphone ownership by income/age grouping
% within each age/income grouping who own a smartphone (example: 77% of 18-29 year olds with an annual household income of less than \$30,000 are smartphone owners)



Smartphone
Ownership

77%

18-29 making less
than \$30,000 have
a smartphone.

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Smartphone Ownership 2018

94%

18-29 own smartphones

<https://www.pewinternet.org/fact-sheet/mobile/>

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Kansas

- Implemented WICShopper 8/2016
- eWIC Pilot 9/2017
- eWIC Rollout Complete 5/2018

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Kansas

29,000 families, 47,425 participants

27,500

Kansas Families used WICShopper Jan '19

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Kansas

94.8%

Mobile app usage rate in Kansas

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Kansas

129,000

Monthly hopping trips

4.7 ⁽²⁾

Trips per family per month

60,000

Scanned products

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Kansas

7,295

Views of Approved Foods List

8,100

Recipe Views

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So, what is new since
Kansas started with
WICShopper?

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Recipes

400+ ways to help
participants prepare
their WIC foods

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PICK A WIC CATEGORY

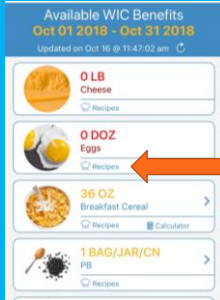


Recipes

400+ ways to help participants prepare their WIC foods

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Available WIC Benefits
Oct 01 2018 - Oct 31 2018
Updated on Oct 16 @ 11:47:02 am




Recipes

Recipes for each SUBCAT in my benefits

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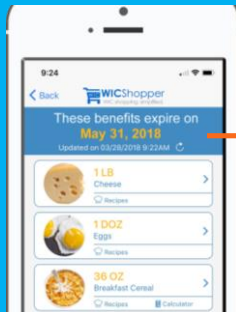
Notifications



Psss. Your benefits are about to expire..."

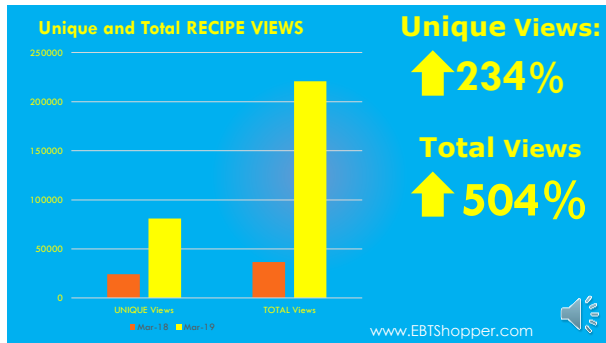
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Inspiration and Ideas



Here are your remaining benefits and some great ways to use them...

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Fruits and veggies #1!!

Page	Pageviews	Unique Pageviews
	60,594 % of Total: 7.50% (807,410)	24,822 % of Total: 7.64% (324,779)
1. /wic-benefit-recipes-fruits-and-vegetables-cat-19/	10,774 (17.78%)	4,186 (16.86%)
2. /recipes/wic-benefit-recipes-eggs-cat-03/	6,986 (11.53%)	2,642 (10.64%)
3. /recipes/wic-benefit-recipes-cereal-cat-05/	6,968 (11.50%)	2,806 (11.30%)
4. /recipes/wic-benefit-recipes-yogurt-cat-50/	6,432 (10.61%)	2,657 (10.70%)
5. /recipes/wic-benefit-recipes-juices-cat-53/	5,719 (9.44%)	2,502 (10.08%)
6. /recipes/wic-benefit-recipes-cheese-cat-02/	5,239 (8.65%)	2,252 (9.07%)
7. /recipes/wic-benefit-recipes-legumes-cat-06-2-3-5/	3,936 (6.50%)	1,414 (5.70%)
8. /recipes/wic-benefit-recipes-whole-grains-cat-16/	3,758 (6.20%)	1,735 (6.99%)



Vendor and WIC Office Locations


WIC Stores
Showing nearby within 10 mi

Store Information
THE GROWHAUS
4751 YORK STREET
Denver, CO 80216
1-800-835-4751
This vendor is WIC certified

Get Directions to this Location

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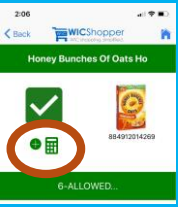
Calculators



These benefits expire on **May 31, 2018**
Updated on 03/28/2018 9:22AM

- 1 LB Cheese
- 1 DOZ Eggs
- 36 OZ Breakfast Cereal

Calculators

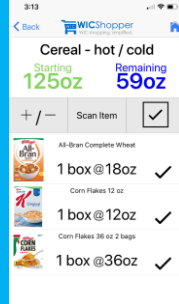


Money Bunches Of Oats Ho

6-ALLOWED...

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Calculators



Cereal - hot / cold

Starting **125oz** Remaining **59oz**

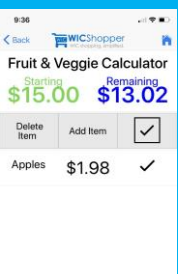
+ / - Scan Item

- 1 box @18oz
- Corn Flakes 12 oz
- 1 box @12oz
- Corn Flakes 36 oz 2 bags
- 1 box @36oz

Let the app figure out how much you can buy

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Calculators



Fruit & Veggie Calculator

Starting **\$15.00** Remaining **\$13.02**

Delete Item Add Item

- Apples \$1.98

Let the app figure out how much you can buy

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My Appointments



You have an Appointment:

Aug 31, 11:45 AM

Plymouth
123 Camelot Drive
Unit 1
Plymouth, MA 02360
508.747.4933

Call the phone number in this reminder if you need information about what to bring to your next appointment.

Map showing location: Plymouth, MA 02360

And appointment notifications

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Six Languages:

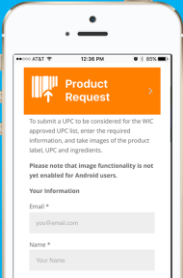
- English
- Spanish
- Arabic
- Nepali
- Burmese
- Somali

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SUBCAT Messaging




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I couldn't buy this!

Crowdsource APL corrections

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'Future' Benefits

WICShopper automatically downloads benefits

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Objective then:

Simplify WIC shopping.

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Objectives now:

Deliver **all** of the tools participants need to thrive in the WIC program.

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Participants use **WICShopper** **each** time they shop

How can we leverage this?

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WICShopper is a 'Palette' to add supporting features

- Surveys
- FNMP
- Tutorials
- Emergency policy change announcements

WELCOME TO WIC SHOPPER! SWIPE RIGHT FOR NEW FEATURES AND TIPS FROM TALKING IS TEACHING: TALK, READ, SING!

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So, what's next?

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EVERY MOMENT CAN
BE A LEARNING OPPORTUNITY
- SO TALK, READ, AND SING WITH
YOUR CHILD AT THE GROCERY STORE,
AT HOME, AND WHILE YOU'RE OUT
AND ABOUT!



Too Small to Fail

Trusted advice for feeding your family healthy foods and how to :

- Save Time
- Save Money
- Nourish your family



For over 20 years, Cooking Matters has empowered families with the skills to stretch their food budgets and cook healthy meals so their children get nutritious food at home. Watch the video below to see why Cooking Matters!



I would like to...

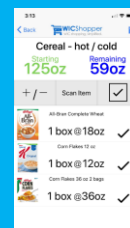


Save Time Save Money Nourish my family

Cooking Matters

Trusted advice for feeding your family healthy foods and how to :

- Save Time
- Save Money
- Nourish your family



Shopping List



amazon



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Resulting in:

- ✓ **Increased** redemption.
- ✓ **Reverse** declining participation by making WIC less complex.
- ✓ **Retain** participant long enough to meet nutritional objectives WIC has prescribed

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Thank you!

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References

- 1.) Pew Research Center – Mobile Fact Sheet – Mobile phone ownership over time
<https://www.pewinternet.org/fact-sheet/mobile/>
- 2.) Transition to EBT in WIC: Review of Impact and Examination of Participant Redemption Patterns
https://citrusmag.org/sites/default/files/uploaded-publications/Research_Transition%20to%20EBT%20and%20Report_071614.pdf
- 3.) Cooking Matters for Adults Improves Food Resource Management Skills and Self-confidence Among Low-Income Participants
<https://www.ncbi.nlm.nih.gov/pubmed/28689608>